

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
Thursday, December 12, 2012
Taft Building Conference Room
1680 N. Vine St., Suite 802**

Directors Present	Frank Stephan, President	Clarett West Development
	Don Mushin, Secretary	Toyota of Hollywood
	Monica Yamada, Treasurer	CIM Group, LP
	Chris Bonbright	Whitley Court Partners
	Joseph D'Amore	Hollywood Commercial
	Michael Gargano	Argent Ventures, LLC
	Captain Beatrice Girmala	LAPD- (Ex-officio Member)
	David Green	Nederlander Organization
	John Lyons	Avalon Hollywood/Bardot
	Jan Martin	AMDA
	Galo Medina	Comprehensive Financial Services
	Lee Rierson	Shine America
	John Tronson	Tronson Investment Group
Directors Absent	Lynda Bybee, Vice President	Metro
	Greg Beck	Champion Real Estate
	Charlie Colletta	HEI, LLC
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
	Mitch O'Farrell	(Ex-officio Member)
	Drew Planting	GPI
	Mark Stephenson	Hollywood UMC
Staff	Kerry Morrison	HPOA
	Sarah MacPherson Besley	HPOA
	Joe Mariani	HPOA
	Devin Strecker	HPOA

I. Call to Order

The meeting was called to order by Board President Frank Stephan at 4:17 p.m.

II. Open Forum

Kevin James, Mayoral candidate, introduced himself and explained his background and reasons for running for Mayor of Los Angeles.

Jerry Newman spoke on the opening of a new nightclub, Sound, and asked the board to consider providing security services at nighttime.

III. Approval of Minutes

It was moved by **Chris Bonbright**, seconded by **Don Mushin** and CARRIED to approve the minutes from the Board's November 15, 2012 meeting. 11 in favor.

IV. Treasurer's Report

- A. Review of detailed variance report for 2012 and budget for 2013, review of statement through November 30, 2012:** The board was provided with a detailed variance report for 2012, as compared to proposed budget amounts for 2013. In this year's budget, we are projecting a three percent delinquency in assessments, as compared to four percent in the past year. Further, a chart comparing the original percentage allocations in the Management District Plan, as contrasted with 2013 budget categories (labeled Attachment B) was also presented. This was submitted to the city of Los Angeles as an accompaniment to the 2013 Planning Report that was submitted earlier in the month. Yamada pointed out in the new budget that the security allocation has been increased, and the contingency has been lowered. There is \$3.677 M in the budget for the new year, including a \$300,000 rollover, and projection to roll over about \$250,000 into 2014. It does not include outstanding assessments from past years, which are trickling in. Morrison also brought the board's attention to attachment A, a detailed budget and variance reports, juxtaposed against the 2013 budget.

It was moved by **John Tronson**, seconded by **Galo Medina** and CARRIED to approve the Treasurer's Report for November 30, 2012. Unanimously approved with 11 in favor.

V. New Business

- A. Presidential appointments – 2013:** Morrison said she has been encouraging Stephan to think creatively about the advisory board; O'Farrell and Bell will no longer be able to serve. Captain Girmala said she would be honored to remain on the board. Morrison stated that a night club owner might be a good addition. Stephan asked the board to advise him of any suggestions.
- B. Committee members:** Morrison asked board members to let her know if they would like to serve on a committee.

VI. Committee/Activity Reports

A. Streetscape

- 1. MTA Call for Projects Update:** HPOA staff is working with Lynda Bybee and Metro staff to help identify the location and contents of nearly \$6 million worth of MTA Call for

Project grant funds originally awarded to the CRA. Since last month's meeting, Metro has confirmed that the source of the matching funds is tax increment (not proposition funding), which makes the process for obtaining the funds more difficult. As such, staff is asking Metro whether the match requirement could be lowered. Whether the match could be paid by another source, such as private property owners or HPOA funds. And, what the deadline is to amass the funds. Besley thanked Lynda Bybee for her assistance and indicated that Bybee advises the Board to continue working with Metro's staff to advocate for the funds, rather than hiring an independent consultant at this time.

2. **LABJ article on EaCa Alley:** Copies of a recent article, titled "Side Business: Hollywood Eateries Stake Claim in Cleaned-up Alleys," were distributed to the board. The article focused on the increasing number of restaurants and entertainment venues along the East Cahuenga Corridor Alley.
3. **Palm Tree Lights:** The Chamber had approached the streetscape committee and asked if the HPOA would be willing to cover the cost of maintaining the twinkle lights on the palm trees along Hollywood Boulevard year-round. The committee recommended that the Board approve the expenditure while they pursue other alternatives for holiday lights in 2013.

It was moved by **Chris Bonbright**, seconded by **Don Mushin** and CARRIED to approve payment for one year of maintenance of the palm tree lights along Hollywood Blvd. for \$3,500 (NTE). Unanimously approved.

- **DWP Grant funds for 101 freeway off-ramp cleanup:** Besley reported that the streetscape committee discussed several projects that could qualify for the DWP annual grant of \$5,000 and chose a project that entails regular clean up of the six major freeway off-ramps leading into Hollywood. It is widely known that the off-ramps are littered with trash and cigarette butts and are infrequently cleaned by CalTrans. Since the money used for the project are DWP funds (a source other than assessment revenue) they can be used for the purpose of cleaning an area outside the district.

It was moved by **Galo Medina**, seconded by **John Tronson** and CARRIED to approve to submit and application for DWP grant funds for 101 freeway off-ramp clean up efforts. Unanimously approved.

B. Security

1. **Security RFP:** Tronson reported that the RFP Selections Committee had chosen to continue with Andrews International as the BID's vendor. Contract negotiations have started and are moving along. As some of the submitted proposals seemed to provide services at a lower cost, the Committee has asked Andrews to review their pricing structure and come back with an offer that would reduce their margin.
2. **Night-time BID public safety Issues:** Tronson reported that the Security Committee had a lengthy discussion this month about the potential idea to place Andrews Officers out in the BID at night. The matter is complicated, providing a number of issues for the board and committee to think about including how nighttime patrol would take away from daytime resources.

Additionally, the idea was proposed to have outside funders pay for the BID Patrol to be out at night. Tronson said this was a new approach that had not been previously done, but should also be considered. Morrison presented a chart showing possible ways the outside funding model could be utilized. She said in order for HPOA to be able to subcontract security services out to private businesses, it would need to charge an administrative fee and consider insurance as well.

Yamada asked why the businesses could not just contract directly with Andrews; Tronson said he felt that would be the best way to get the same effect but that certain property owners did not find that acceptable. Captain Girmala said her concern is that if the BID does not coordinate the night time security, different security companies may be hired in different areas and it will be difficult to coordinate. Lyons asked if we could funnel the funds to pay for more LAPD officers at night. The security committee will continue to evaluate options.

3. **MESH Network Update:** Mariani informed the Board that the Security Committee has been looking into a portable camera system and MESH network, which has turned out to be more costly than previously thought. Lyons said he had a referral for a less expensive system which he would provide.
4. **Lavan v. LA:** No update at this time, but staff will continue to monitor.
5. **Review of Homeless initiatives in past years**
 - a. **Guest Presentation: Rudy Salinas, Director of Outreach, PATH:** This year, 159 individuals have been placed into permanent supportive housing in Hollywood. Salinas added that there are 35 more who are about to be housed soon. Much of the area's success can be attributed to the relationship BID Officers have built with Service agencies in the area such as PATH and "The Center" at Blessed Sacrament. Salinas said a good portion of PATH's clients are severely mentally ill, and for this reason they have collaborated with DMH and LAPD to help bring people into housing. He thanked the board for their support.
 - b. **Homeless Outreach:** Mariani suggested the board allocate \$32,000 to homeless outreach providers, with \$25,600 to PATH and \$6,400 to SSBS, to continue to help these agencies as they provide a much needed resource for BID Security when interacting with homeless individuals in the BID. Medina suggested seeing if anyone else in the community might want to match the funds.

It was moved by **Chris Bonbright**, seconded by **Don Mushin** and CARRIED to allocate \$32,000 to homeless outreach providers. Unanimous approval.

C. Marketing

1. **Media Relations Specialist:** Morrison stated that the RFP for a Media Relations Specialist has been sent out to nine different candidates and the committee will review and evaluate the proposals, which are due January 14, 2013.

VII. Old Business

- 1. Parking Issues:** Morrison reported that the Valet Parking Ordinance was passed at city council and will be implemented first in Hollywood. The Vine Street Garage opening has been delayed until January or February. With regards to the parking district, a meeting has been scheduled for January 4 with Miguel Santana, CAO for the City, and the Mayor's office; Guggenheim partners will be involved and they are already assisting with a similar initiative in Harrisburg, Pennsylvania.

VIII. Staff Report

Morrison stated that she will keep board members apprised via e-mail on recent court cases involving general vs. specific benefit. The "Top 10 Things We Learned at IDA" will be delayed until next month.

IX. Executive Session

- A. Human Resources Planning and Budgeting for 2013:** The meeting was adjourned for Executive Session.

Morrison presented the board with historical data relative to staff payroll costs and a projected budget increase of approximately two percent overall, from \$437,005 to \$444,436. The historical actions taken relative to performance bonuses in the past two years was also discussed.

It was moved by **Chris Bonbright**, seconded by **Drew Planting** and CARRIED to approve the payroll budget as presented, with the inclusion of a three percent increase for the executive director; and to authorize the allocation of \$30,000 for staff performance bonuses, to be distributed by the executive director, with the exception of reserving 45% of that amount for the executive director.

X. Next Meeting

The next meeting was scheduled for Thursday, January 17, 2013 at 4 p.m. in Suite 802 of the Taft Building.

XI. Adjournment

There being no further business the meeting was adjourned by Stephan at 6:00 p.m.